



**PATENT APPLICATION**  
Attorney Docket No. **FORT-002-002**

**CERTIFICATE OF MAILING**

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s): ROCHE et al.

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Confirm. No. : 7553

Appl. No. : 10/789,665

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TC/A.U. : 2168

Filed: 02/27/2004

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Examiner: H. Q. Pham

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Title: Method and System for Collecting Online Merchandising Data

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**REQUEST FOR RECONSIDERATION AND AMENDMENT AFTER FINAL  
PURSUANT TO 37 CFR 1.116**

Sir:

In response to the Final Office Action mailed on June 28, 2007 (the "Final Office Action") in the above-identified application, applicant submits the following Request for Reconsideration and Amendment After Final. The Examiner's review and reconsideration of this application and its claims in light of the following amendments and remarks is respectfully requested.